

WHAT IS CLAIMED IS:

1. A magnetic display device comprising a pair of flat-sheet display members formed of a non-magnetic material having transparency at least on its display surface, and a dispersion medium and magnetic particles held between the flat-sheet display members; an image being caused to appear or disappear upon movement or alignment of the magnetic particles present between the flat-sheet display members; wherein;

the display surface of the flat-sheet display member has luster.

2. A magnetic display device comprising a flat-sheet display member formed of a non-magnetic material having transparency at least on its display surface, and a plurality of microcapsules encapsulating a dispersion medium and magnetic particles, fixed to the under surface of the flat-sheet display member; an image being caused to appear or disappear upon movement or alignment of the magnetic particles present in the microcapsules; wherein;

the display surface of the flat-sheet display member has luster.

3. The magnetic display device according to claim 2, wherein the microcapsules encapsulating the dispersion medium and magnetic particles are fixed between flat-sheet display members provided in pair.

4. The magnetic display device according to any one
of claims 1 to 3, wherein the flat-sheet display member
comprises a display member having luster selected from
5 iridescent luster, iridescence and hologram appearance.

5. The magnetic display device according to ~~any one~~
~~of~~ claim 1, wherein a luster layer having luster selected
from iridescent luster, iridescence and hologram
10 appearance is provided on the flat-sheet display member.

6. The magnetic display device according to ~~any one~~
~~of~~ claim 2, wherein a luster layer having luster selected
from iridescent luster, iridescence and hologram
15 appearance is provided on the flat-sheet display member.

7. The magnetic display device according to ~~any one~~
~~of~~ claim 3, wherein a luster layer having luster selected
from iridescent luster, iridescence and hologram
20 appearance is provided on the flat-sheet display member.

8. The magnetic display device according to ~~any one~~
~~of~~ claim 4, wherein a luster layer having luster selected
from iridescent luster, iridescence and hologram
25 appearance is provided on the flat-sheet display member.

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